

REMARKS/ARGUMENTS

This Amendment is filed in response to the Final Office Action dated September 24, 2008. In the Office Action, Claims 1, 4, 9-19, 23, 26, 28, 50, 53, 56-65, 68, 69, 75-78, 80, 82-84, 87 and 92-101 were rejected under 35 U.S.C. § 103(a) as being obvious in light of U.S. Published Patent Application No. 2003/0069874 (“Hertzog”) and U.S. Published Patent Application No. 2004/0093317 (“Swan”). In response, Claims 1, 4, and 9-18 have been amended, Claims 19, 23, 26, 28, 50, 53, 56-65, 68-69, 75-78, 80, 82-84, 87, and 92-101 have been canceled, and Claims 121-123 have been added. Thus, as a result of this Amendment, Claims 1, 4, 9-18, and 121-123 are pending in the application.

I. Rejection of Independent Claim 1

As amended, independent Claim 1 recites an apparatus configured for “mapping one or more fields of contact data from personal information manager (PIM) software to one or more corresponding fields of a web page of a web application to produce mapping data; *causing display of the web page of the web application, wherein the causing display includes causing display of a prompt requesting input for the one or more corresponding fields of the web page of the web application*; receiving input entering one or more alphanumeric characters into a field of a web page of the application; searching the contact data using interface software for more than one set of contact data matching the entered alphanumeric characters using the mapping data; causing display of more than one set of contact data that match the entered alphanumeric characters; receiving input selecting one of the displayed sets of contact data to be mapped to the fields of the web page; *mapping data from one or more fields of the selected set of contact data to the one or more corresponding fields of the web page of the web application to automatically populate the web page by using the mapping data*; and transmitting the web page containing the mapped data as output data to a web server executing the web application via a communication network.” Applicant respectfully submits that *Hertzog* and *Swan*, whether considered alone or in combination, fail to teach or suggest each of the recitations of independent Claim 1 as amended.

Generally, *Hertzog* discloses a system in which a database of personal contact information is accessible by a Personal Information Management (PIM) application, or a contact

management application which may be stored for a user of the PIM. The personal information of the user may be published to multiple PIMs to update records concerning the user maintained by these multiple PIMs. *Hertzog*, para. [0002].

Swan discloses a centralized system for maintaining and distributing contact information to multiple end users (e.g., personal computers or PDAs). *Swan*, paras. [0013], [0053], [0062]-[0064], and [0081]. The centralized system can retrieve contact information, format the contact information based on the needs of the end user, and transmit the formatted contact information to the end user:

The foregoing description pertains to the inputting and updating of contact information by various contacts 14-17. At the same time, various end users 21-25 will be communicating with hub 12 in order to obtain the contact information input by contacts 14-17. Generally speaking, an end user 21 will provide either a contact identification code or search criteria to hub 12. Based on that information, hub 12 will: retrieve contact information for the indicated contact, format the contact information based on the needs of the end user 21, and transmit the formatted contact information to the end user 21. Software at the end user 21's terminal preferably automatically saves and/or displays the received contact information based on settings selected by the end user 21.

Swan, para. [0081].

In contrast to *Hertzog* and *Swan*, independent Claim 1 has been amended to recite an apparatus that comprises one or more processors configured for, *inter alia*, “*causing display of the web page of the web application, wherein the causing display includes causing display of a prompt requesting input for the one or more corresponding fields of the web page of the web application; . . . causing display of more than one set of contact data that match the entered alphanumeric characters; receiving input selecting one of the displayed sets of contact data to be mapped to the fields of the web page; mapping data from one or more fields of the selected set of contact data to the one or more corresponding fields of the web page of the web application to*

automatically populate the web page by using the mapping data” These concepts, recited in independent Claim 1, allow for a user to automatically populate fields of a web page with contact data after being requested to enter input for the fields—by mapping contact data into the corresponding fields of the web page. An example describing one embodiment is provided below to aid in understanding these concepts.

As recited in paragraph [0025] of the present published application, a computing device *displays a web page having fields prompting the user to enter*, for example, a name, address, city, state, zip code, and country into the corresponding fields of the web page. In this example, if the user enters the letters “Jo” into the main field of the web page, the computing device executes the interface software to retrieve contact data that has the same two letters “Jo” in the last name field of the contact data. The computing device then retrieves the matching sets of contact data and displays them on the monitor. In this example, the user can select the desired contact information, such as “James Joplin’s” contact information. In response, *the fields of the web page are automatically populated with the selected person’s contact data* (e.g., automatically populated with James Joplin’s information), which can then be transmitted via a network.

This functionality allows the user to browse contact data of various people and select one person’s contact information to automatically populate the fields of a web page. Neither *Hertzog* nor *Swan*, whether considered alone or in combination, disclose or suggest these concepts as recited in independent Claim 1 as amended. Accordingly, Applicant respectfully requests that the rejection of this claim be withdrawn.

II. Rejection of Dependent Claims 4 and 9-18

Dependent Claims 4 and 9-18 depend from independent Claim 1 and include all of the recitations thereof. Accordingly, for this reason and for the reasons stated above with respect to independent Claim 1, dependent Claims 4 and 9-18 are patentable over the prior art.

III. New Independent Claim 121

New independent Claim 121 is similar to independent Claim 1. Thus, similar to the

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arguments made with respect to independent Claim 1, Applicant submits that the recitations of independent Claim 121 are not disclosed or suggested by any combination of *Hertzog* and *Swan*.

IV. Conclusion

The foregoing is submitted as a full and complete response to the Office Action mailed September 24, 2008. The foregoing amendments and remarks are believed to have placed the present application in condition for allowance, and such action is respectfully requested. The Examiner is encouraged to contact Applicants' undersigned attorney at (404) 881-4381 or e-mail at dane.baltich@alston.com to resolve any remaining issues in order to expedite examination of the present application.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fee required therefore (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,

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